

Starbucks Customer Experience Sweepstakes

Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

Eligibility:

Starbucks Customer Experience Sweepstakes (the "Sweepstakes") is open only to legal residents of the 50 United States and the District of Columbia who are at least 18 years old at the time of entry. Employees of Merkle Inc. ("Administrator"), and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible.

Agreement to Official Rules; Entrants Will Be Disqualified for Violations:

Participation constitutes each entrant's full and unconditional agreement to these official rules ("Official Rules"). The Sweepstakes is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Sponsor's and Administrator's decisions are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all the requirements set forth herein.

In the event there is a discrepancy or inconsistency between any statements contained in any Sweepstakes-related materials (including printed versions of these Official Rules) and these Official Rules, these Official Rules shall prevail, govern and control.

Entrants may not attempt to obtain more than the permitted number of entries by any means, including but not limited to using multiple email addresses, identities, or registrations, or by using any third-party artificial intelligence sites/applications, or robotic, automated, or programmed methods. Entrants may not tamper with the entry process, the Promotion Site, or any related website, or network; circumvent any security measures; act in an unsportsmanlike or disruptive manner; or take any other action that in any way undermines the operation of the Sweepstakes or otherwise violate these Official Rules. Sponsor may, in its sole discretion, disqualify any entrant who engages in such conduct and void all associated entries. Any attempt to deliberately undermine the Sweepstakes may violate criminal and civil law, and Sponsor reserves the right to seek damages to the fullest extent permitted by law. Sponsor's failure to enforce any provision of these Official Rules shall not constitute a waiver of that provision.

Sponsor/Administrator:

Sponsor: Starbucks Corporation, 2401 Utah Ave. S, Seattle, WA 98134. Administrator: Merkle Inc. (previously known as HelloWorld, Inc.), 3000 Town Center, Suite 2000, Southfield, MI 48075.

Timing:

The Sweepstakes begins on October 1, 2026 at 12:00 a.m. Pacific Time ("PT") and ends on September 30, 2027 at 11:59 p.m. PT (the "Promotion Period") and consists of 12 monthly entry periods (each a "Monthly Entry Period"). The Sponsor's computer is the official time keeping device for the Complete a Survey method of entry. The Administrator's computer is the official time-keeping device for the Online Alternate Method of Entry.

Entry Period	Start Date at 12:00 a.m. PT	End Date at 11:59 p.m. PT	Approximate Drawing Date
October	October 1, 2026	October 31, 2026	November 13, 2026
November	November 1, 2026	November 30, 2026	December 11, 2026
December	December 1, 2026	December 31, 2026	January 8, 2027
January	January 1, 2027	January 31, 2027	February 12, 2027
February	February 1, 2027	February 28, 2027	March 12, 2027
March	March 1, 2027	March 31, 2027	April 9, 2027
April	April 1, 2027	April 30, 2027	May 14, 2027
May	May 1, 2027	May 31, 2027	June 11, 2027
June	June 1, 2027	June 30, 2027	July 9, 2027
July	July 1, 2027	July 31, 2027	August 13, 2027
August	August 1, 2027	August 31, 2027	September 10, 2027
September	September 1, 2027	September 30, 2027	October 8, 2027

How to Enter:

During the Promotion Period, there are 2 ways to enter the Sweepstakes, as outlined below:

Method 1 – Complete a Survey:

If you receive a survey via email inviting you to participate in the Sweepstakes, click on the link and follow the instructions to complete the survey provided. Then, follow the instructions to opt into the Sweepstakes. Once you complete the survey and opt in, you will receive 1 Sweepstakes entry into the applicable Monthly Entry Period drawing. Emails containing an invitation to enter the Sweepstakes may not be forwarded for use by any party other than the Sponsor's intended recipient. The survey is available only for a limited time.

Method 2 – Online Alternate Method of Entry:

Visit [the promotion site](#) ("Promotion Site") and follow the links and instructions to accurately complete and submit the registration form including your first and last name (initials are not sufficient), email address, and home address (P.O. Boxes are not permitted). You will receive 1 Sweepstakes entry into the applicable Monthly Entry Period drawing.

Entry Limits:

You may receive 1 entry per Monthly Entry Period during the Promotion Period, regardless of method of entry. Multiple entrants are not permitted to share the same email address. In the event of a dispute as to the identity of an entrant, Sponsor and Administrator will rely on the information submitted by the entrant to register for this Sweepstakes. If any additional information provided by entrant is inconsistent with the information provided at registration for this Sweepstakes, the Sponsor and/or Administrator may disqualify such entrant, and such disqualification may result in the forfeiture of any prizes won. Sponsor, in its discretion, may require additional documentation from entrant to show proof of entrant's identity.

Prize Drawing and Winner Requirements:

Administrator is an independent organization whose decisions as to the selection of the potential winners are final and binding. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the applicable Monthly Entry Period, on or around the dates listed in Timing Section above and will notify potential winners by email. Non-winning Monthly Entry Periods entries will not carry over into any subsequent Monthly Entry Period. If the cumulative value of prizes won through the Sweepstakes in 2026 or 2027 (where applicable) equals \$2,000 or more, potential winner will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") and an IRS Form W-9 which must be received by Administrator within 5 days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration, the IRS Form W-9, or provide any other requested information within the required time period, or the prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason or forfeits any prize, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only 3 alternate drawings will be held, after which the prize will remain un-awarded.

Prizes:

Quantity, Description and Approximate Retail Value ("ARV"):

- **1,200 Grand Prizes (100 awarded per Monthly Entry Period):** A \$100 Starbucks gift card. Terms and conditions apply. ARV: \$100 each.

Total ARV:

The total ARV of all available prizes offered in the Sweepstakes is \$120,000.

Odds of Winning:

The odds of winning a prize depend on the total number of eligible entries received during the applicable Monthly Entry Period.

Additional Prize Terms:

Prizes are non-transferable, and no substitution will be made except as provided in the Sponsor's sole discretion should the prize become unavailable. In this case, a prize of equal or greater value will be offered. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Winners of a prize equal to or greater than \$2000 will receive an IRS Form 1099 MISC reporting the actual value of the prize received. ARVs are determined as of the time these Official Rules were published and the value of a prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the prize at the time the prize is awarded. All other costs and expenses associated with acceptance of the prize that are not expressly set forth herein shall be solely the winner's responsibility. Prizes are provided "as is" without warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Prizes will be fulfilled approximately 8-10 weeks after winner confirmation. Limit of 1 prize per person per Monthly Entry Period.

Winners that are Starbucks Employees:

The prize value will be reported by Starbucks Corporation to winners that are residents in the U.S. on an annual IRS Form W-2. Winners are responsible for any taxes and fees associated with prize receipt and/or use.

Release:

By receipt of any prize, winners agree to release and hold harmless Sponsor, Administrator and their respective subsidiaries, affiliates, suppliers, distributors, advertising and promotion agencies and prize suppliers and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Sweepstakes and/or acceptance, use, inability to use, misuse or redemption of a prize (including any injury or harm related thereto).

Publicity:

Except where prohibited, participation in the Sweepstakes constitutes each winner's consent and grant to Sponsor and its agents to use the following information about the winner (to the extent provided by winner as part of the entry or winner confirmation process): winner's name, city, state, likeness, photograph, Sweepstakes entry, social handle and photo, voice, opinions and/or prize information for promotional advertising or other purposes, in any media without further notice, review, approval, payment or other consideration. Sponsor is not obligated to use any of the above-mentioned information or content but may do so and may edit these materials at its sole discretion, without further obligation or compensation. Sponsor will not use any of the above mentioned information in a manner that is inconsistent with its Privacy Policy or applicable law.

General Conditions:

Sponsor's Right to Modify or Cancel:

Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, including but not limited to fulfillment of the prize(s), where any of the following "Issues" occur:

- Fraud;
- Technical failures;
- Human error;
- Any other factor that impairs the integrity or proper functioning of the Sweepstakes; or
- Any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, widespread illnesses, declarations of war, acts of God, acts of terrorism) that interferes with any aspect of the Sweepstakes, as determined by Sponsor in its sole discretion.

Where one or more of the above Issues occurs, Sponsor will make reasonable efforts to award all remaining Sweepstakes prizes by conducting a random drawing from among all eligible entries received up to the date of the Issue; and/or modify the prizes offered.

Sponsor's Right to Limit Prizes Awarded to the Number Stated in these Official Rules:

In no event will Sponsor be obligated to award more than the stated number of prizes set forth in these Official Rules. In the event that more winner notifications are distributed or more prizes are claimed, due to a printing, production, seeding, computer, or other error of any kind, than the stated number of prizes, Sponsor reserves the right to award only the stated number of prizes based on the winner selection process described in these Rules, or if necessary, through a random drawing from among those entrants who were notified, confirmed to be eligible and where applicable, took the required action(s) to claim the prize.

Limitations of the Scope of Responsibility:

The Released Parties are not responsible for:

- Any incorrect or inaccurate information either provided by entrants or caused by printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes;
- Technical failures of any kind, including but not limited to malfunctions, interruptions, or disconnections to the internet, social media platforms, in phone lines or network hardware or software;
- Unauthorized human intervention in any part of the Sweepstakes, including but not limited to the entry process;
- Technical or human error which may occur in the administration of the Sweepstakes, including but not limited to the processing of entries;
- Late, lost, undeliverable, damaged or stolen mail; delayed or misdirected entries or failure to receive entries due to limitation of third-party social network platforms;
- Entries that are erroneously deleted, lost or destroyed or corrupted. In this case, entrants sole remedy is to take the required actions to receive another entry(s) in the Sweepstakes, if it is possible; or
- Any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or to the receipt, use, inability to use or misuse of any prize.

Disputes:

Except where prohibited, entrant agrees that:

- Any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually without resort to any form of class action and exclusively by the United States District Court for the Western District of Washington or the appropriate Washington state court located in King County, Washington;
- Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and
- Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.
- All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by and construed in accordance with the laws of the State of Washington without giving effect to any choice of law or conflict of law rules (whether of the State of Washington or any other

jurisdiction) which would cause the application of the laws of any jurisdiction other than the State of Washington.

Severability:

If any provision of these Official Rules is found to be invalid, illegal, or unenforceable by a court or other tribunal of competent jurisdiction, that provision will be enforced to the fullest extent permitted by law. Remaining provisions will remain in full force and effect. If any provision is determined to be overly broad, it will be limited and enforced to the extent allowed by applicable law.

Entrant's Personal Information:

Information collected from entrants is subject to [Sponsor's Privacy Policy](#).

Winner List:

See this [winner list](#) for the Sweepstakes winners. The winner list will be posted after winner confirmation is complete.

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